

WHAT IS CALIMED IS:-

1. An image projection apparatus comprising:
 - a light source for emitting light containing different color components;
 - a sequential color selecting means for sequentially passing different color components of the light from said light source;
 - means for generating white light;
 - a spatial light modulator;
 - means for guiding the light having passed through the sequential color selecting means and said white light to said spatial light modulator; and
 - means for adjusting the temporal average intensity of the white light;
 - wherein said spatial light modulator spatially modulates the light having passed through the sequential color selecting means and the white light with its temporal average intensity having been adjusted, to generate image light.
2. The image projection apparatus as set forth in claim 1, wherein said means for adjusting the temporal average intensity of the white light includes a liquid crystal shutter.
3. The image projection apparatus as set forth in claim 1, wherein said means for generating the white light includes means for combining light the reflected at the sequential color selecting means and the light having passed through the sequential color selecting means.
4. The image projection apparatus as set forth in claim 3, wherein said means for adjusting the temporal average intensity of the white light adjusts the light reflected at the sequential color selecting means, to thereby adjust the temporal average intensity of the white light indirectly.

5. The image projection apparatus as set forth in claim 3, wherein said sequential color selecting means has a plurality of color filters, which are formed of dichroic filters, and the light reflected at an incident surface of the sequential color selecting means is guided to an exit surface of the sequential color selecting means so that it is combined with the light having passed through the sequential color selecting means.

6. The image projection apparatus as set forth in claim 1, wherein said sequential color selecting means includes a plate member held rotatably about an axis of rotation, said plate member is divided into three or more regions by lines extending in radial directions from the axis of rotation, and at least three of the regions have color filters of three primary colors of red, green and blue.

7. The image projection apparatus as set forth in claim 1, wherein said spatial light modulator comprises a digital micromirror device.

8. The image projection apparatus as set forth in claim 1, further including a controller for adjusting the temporal average intensity depending on the contents of an image signal representing the image to be projected.

9. An image projection apparatus comprising:

- a light source for emitting light containing different color components;

- a sequential color selecting means for sequentially passing different color components of the light from said light source;

- a spatial light modulator;

- means for guiding the light having passed through the sequential color selecting means and the light reflected at

said sequential color selecting means to said spatial light modulator; and

adjusting means which can reduce the temporal average intensity of the reflected light;

wherein said spatial light modulator spatially modulates the light having passed through the sequential color selecting means and the reflected light with its temporal average intensity having been adjusted, to generate image light.

10. The image projection apparatus as set forth in claim 9, wherein the rate of reduction by the adjusting means is variable.